

Retail Account Analysis

WOKER'S OUTLET

RJR Responsibility: RENEE M. DUSZYNSKI

Chain ID: 0565-01-00

of Stores: 3

AIM Data			
4TH QTR 96			
	Carton Volume	SOM	
Industry			
Full Price	16,353	57.69%	
Brd. Savings	6,987	24.65%	
PL/BW	5,006	17.66%	
Total Savings	11,993	42.31%	
Total	28,346	100.00%	
RJR		SOC	
RJR Full Price	4,673	28.58%	
RJR Brd.Sav	3,616	51.75%	
RJR PL/BW	831	16.60%	
RJR Tot. Savings	4,447	37.08%	
		SOM	
Total RJR	9,120	32.17%	
Camel Ex Reg	1,299	4.58%	
Winston	1,923	6.78%	
Doral	2,083	7.35%	
MONARCH	1,526	5.38%	
MARLBORO	6,612	23.33%	
BASIC	669	2.36%	
PC	940	3.32%	
.OOL	1,214	4.28%	
SALEM	1,031	3.64%	
NEWPORT	1,357	4.79%	

<u>AIM Data</u>			
	<u>Avg Wkly Cartons/Per Store</u>		
	<u>Industry</u>	<u>RJR</u>	<u># of Stores</u>
4TH QTR 96	727	234	3

<u>Account Profitability</u>				
4TH QTR 96				
<u>Sales Profit Dollars</u>				
Full Price	\$12,755			
Branded Savings	\$5,939			
PL/BW	\$3,704			
<u>Total Sales Profit \$'s</u>	<u>\$22,399</u>			
<u>Total Contract \$'s</u>	<u>\$8,870</u>			
<u>Total Profit Dollars</u>	<u>\$31,333</u>			

Current Situation

Goals for Account		
	<u>1ST QTR 96</u>	<u>YTD</u>
RJR Full Price SOM		
RJR Share of Savings		
Total RJR SOM		
Camel Ex Reg SOM		
Doral SOM		
		<u>Diff.</u>

51861 2409

RJR Account Analysis
For RJR Internal Use Only

SMOKER'S OUTLET

Chain ID: 0565-01-00

of Stores: 3

4TH QTR 96

Action Plan:

Results:

Action Plan:

Results:

Action Plan:

Results:

Action Plan:

Results:

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